

POSITION DESCRIPTION

Job Title: Marketing and Events Coordinator

Department: Marketing and Communications

Location: Seeka 360

Reports to: Marketing and Communications Manager

PURPOSE OF POSITION

The Marketing and Events Coordinator is responsible for coordinating internal and external marketing and communications to growers and other stakeholders ensuring a consistent message in line with the Seeka brand through all marketing channels.

Additionally, the role requires that you manage events as they arise and provide administrative assistance to the General Manager of New Business and Marketing and the Marketing and Communications Manager.

FUNCTIONAL RELATIONSHIPS

Internal

GM New Business and Marketing
Marketing and Communications Manager
Grower Services Unit
Technical Team

External

Growers
Suppliers
Contractors

RESOURCE MANAGEMENT

Financial Authorities

Nil

Staff Authorities

Nil

KEY RESPONSIBILITIES

FOUNDED ON RELATIONSHIPS

- Assist the Marketing and Communications Manager with the implementation of the marketing and communications strategy, events and special projects as required
- Assist GM New Business and Marketing as required with administration duties and coordination of meetings, calendars, travel bookings and itineraries
- Assist GSU and Technical team as required

MEASURES

- Tasks and projects are followed accurately and within best practice guidelines

QUALITY OBSESSION

MEASURES

- Seeka's media presence is accurate, fresh, relevant and compelling

<ul style="list-style-type: none"> • Coordinate with internal stakeholders to update and maintain website content, social media forums and marketing materials • Aid in the development and delivery of accurate and timely grower reports • Manage events including venue catering, equipment booking and assistance in setting up and running the event 	<ul style="list-style-type: none"> • Seeka maintains brand consistency and a high standard of presentation to any internal or external groups
INSPIRATIONAL PEOPLE <ul style="list-style-type: none"> • Support access, content and training in stakeholder tools such as Grower App, Grower Website, and “the Source” 	MEASURES <ul style="list-style-type: none"> • Users are supported to use the required stakeholder tools
GROWING FUTURES <ul style="list-style-type: none"> • All communications and marketing materials are delivered considering sustainability 	MEASURES <ul style="list-style-type: none"> • Growth in internal and external use of digital platforms for reporting and communications
INDEPENDANTLY INGENIOUS <ul style="list-style-type: none"> • Prepare and deliver in-house publishing of newsletters, invitations and other publications 	MEASURES <ul style="list-style-type: none"> • Messages and branding are consistent and the correct context used in all communications • Internal and external communications are accurate, proofread, professional, engaging and timely and also adhere to the brand standards
SAFETY ALWAYS <ul style="list-style-type: none"> • Maintain a safe working environment and practices for all parties within the guidelines of the Health and Safety policies • Actively comply with all Seeka policy, procedure and requirements • Take personal responsibility for own safety, and for the safety of others 	MEASURES <ul style="list-style-type: none"> • Seeka policy is followed, all incidents, hazards and nears misses are reported in line with Seeka requirements

The above Key Responsibilities are provided as a guide only. You are expected in your role to undertake any and all reasonable and lawful instructions and / or delegated tasks given by your manager, or someone in a position authorised to give such instruction. Due to the nature of our business work requirements may extend out of hours.

PERSON SPECIFICATION	
Essential	Desirable
QUALIFICATIONS & EXPERIENCE <ul style="list-style-type: none"> Communications or related under-graduate degree or diploma level qualification Software/Technology: Previous experience using software and other computer-based technology either in Seeka specific programmes or a similar software platform Event management experience Social Media management experience across Facebook, Instagram and LinkedIn Digital marketing advertising experience across Google, Meta, YouTube and LinkedIn 	<ul style="list-style-type: none"> Role specific knowledge: Entry level to 2 + years' experience in similar role Social Media management experience across other social medias is advantageous Experience with advertising across other digital medias is advantageous
SKILLS, KNOWLEDGE & ATTRIBUTES <ul style="list-style-type: none"> Industry Knowledge: Experience working within kiwifruit, horticulture or primary industry Excellent attention to detail, grammatical and word skills Microsoft Office Suite: Intermediate Strong verbal and interpersonal skills: Able to communicate clearly and effectively and at the appropriate level with various types of people (i.e. with senior managers, colleagues and the public). Team player: Able to work effectively with others to achieve an optimal outcome. Strong written communication skills: Able to express in a written form the key information in a succinct and professional manner. Organised/time management/prioritisation: Able to take an organised approach to all tasks in order to prioritise them according to the demands of the business 	

From time to time, it may be necessary to consider changes in the job description in response to the changing nature of the work environment; including but not limited to technological requirements or statutory changes. Such change may be initiated as necessary by the manager of this position. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle.

SIGNED IN AGREEMENT
By signing this document, I have read, and agree to the requirements of the role as outlined in the position description above.

<hr/>	Date:	<hr/>	Date:
Signed in agreement by the employee		Signed on behalf of Seeka Ltd	